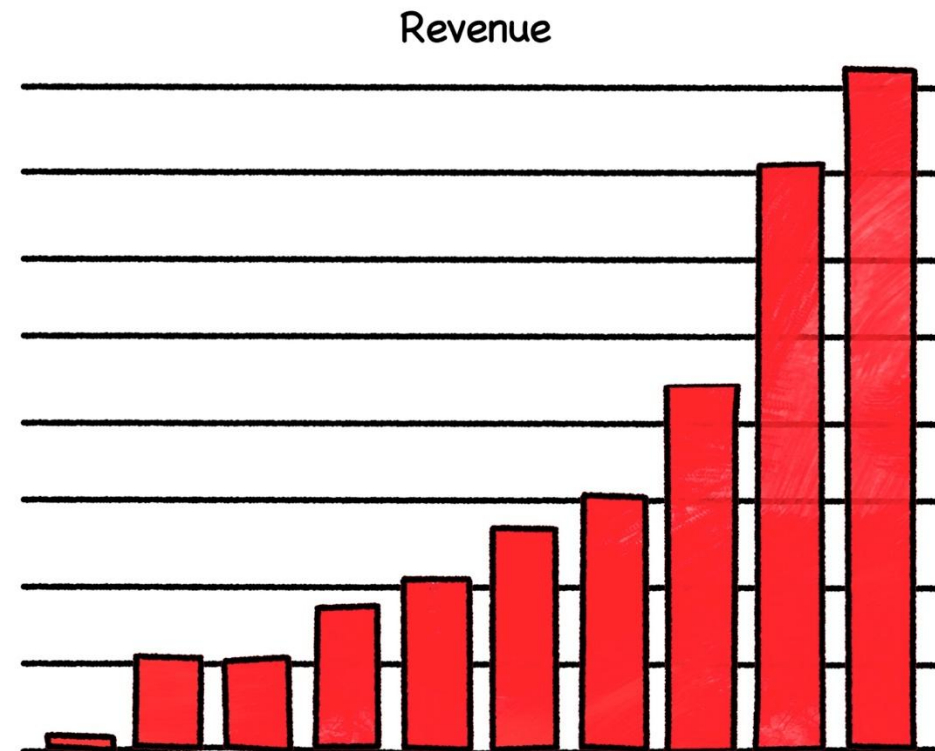




Making \$10 Million In 10 Years While Having ~10 Kids

Aaron Ross

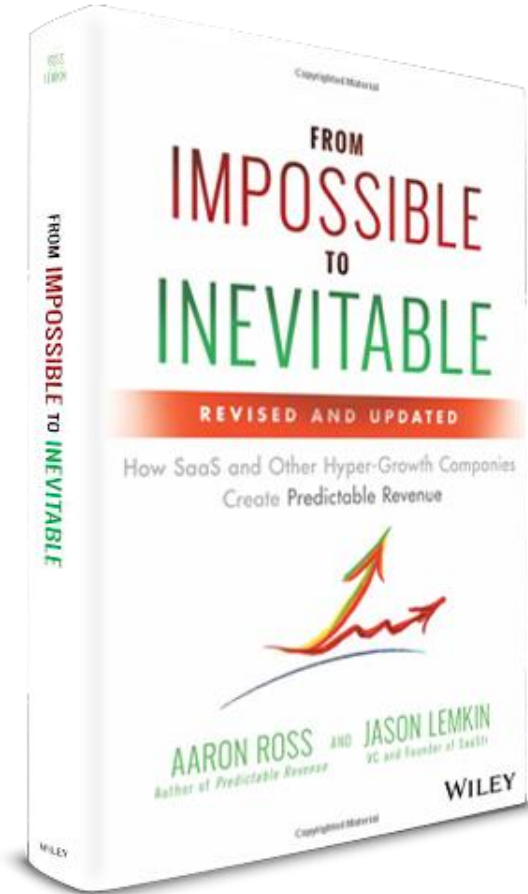
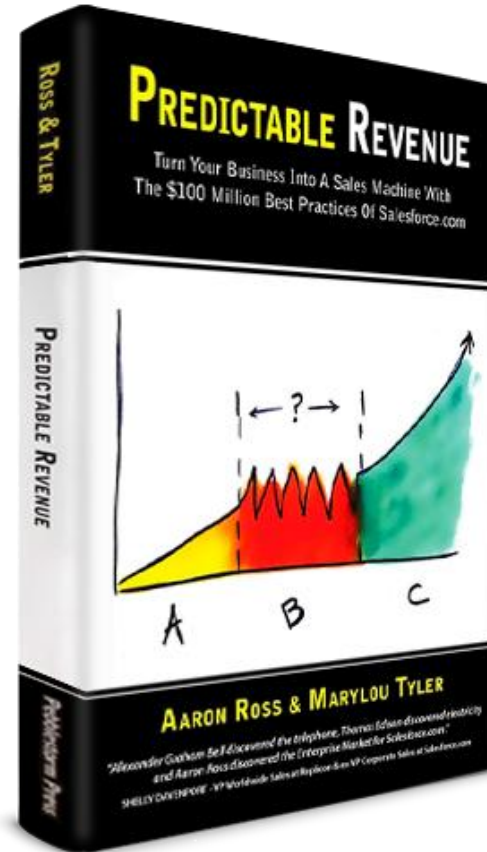
www.PredictableRevenue.com





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Aaron Ross



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2020, 2021...? = > *Unpredictable*

- Great disruption = great opportunity
- Markets, businesses, economies, lives will be restructuring
- Invest in yourself PERSONALLY and it will pay off in your BUSINESS



Two Forms of Wealth



Rapidly built two forms of wealth (11x income)

1. **Focus:** Nailed A Niche
2. **Unique Genius:** published *Predictable Revenue*
3. **Team:** Partnering at work and home

Underlying it all...

Manufactured Motivation

Family is My Fuel



Fun Facts About Us

1. Been work-at-home parents for 10 years
2. We get help (both paid and forced)
3. "Making money time" is family time
4. It is (was) fun taking kids on select business trips
5. Parenting tips from books and blogs don't work for us
6. More kids = more drama and problems of all kinds



It's easier to Dream than to Do

Dreaming can inspire you... until it robs you of motivation

You can't whiteboard your way to success

"Oh we've talked about..."

Adopting. Traveling. Quitting / getting a job. Writing a book.

Getting a partner. Building a sales team. Creating a product.

Choose Your Freedoms

Freedom of time vs

Freedom of love

Security of savings vs

Security of financial confidence

Lots of time together vs

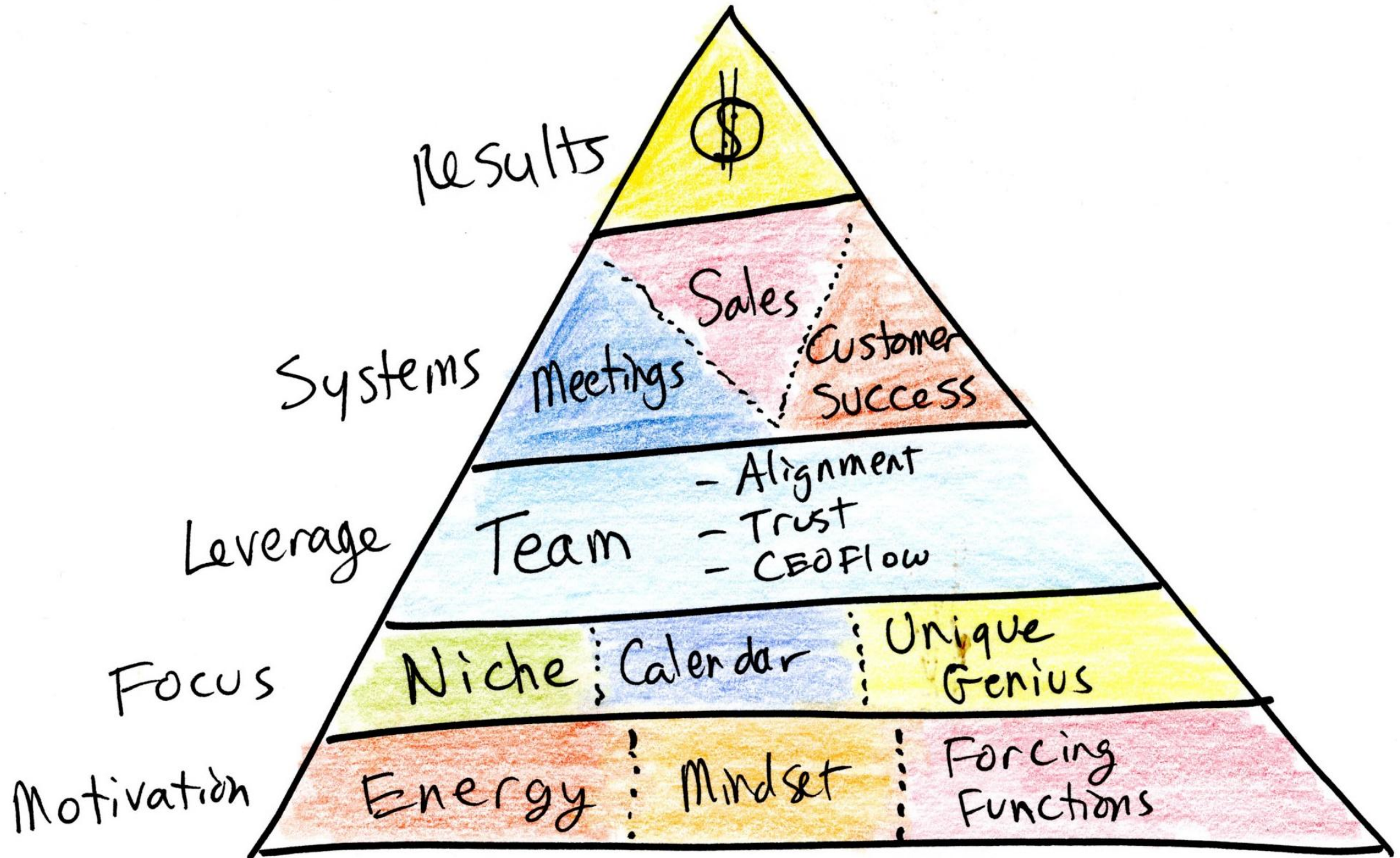
Preciousness of time together

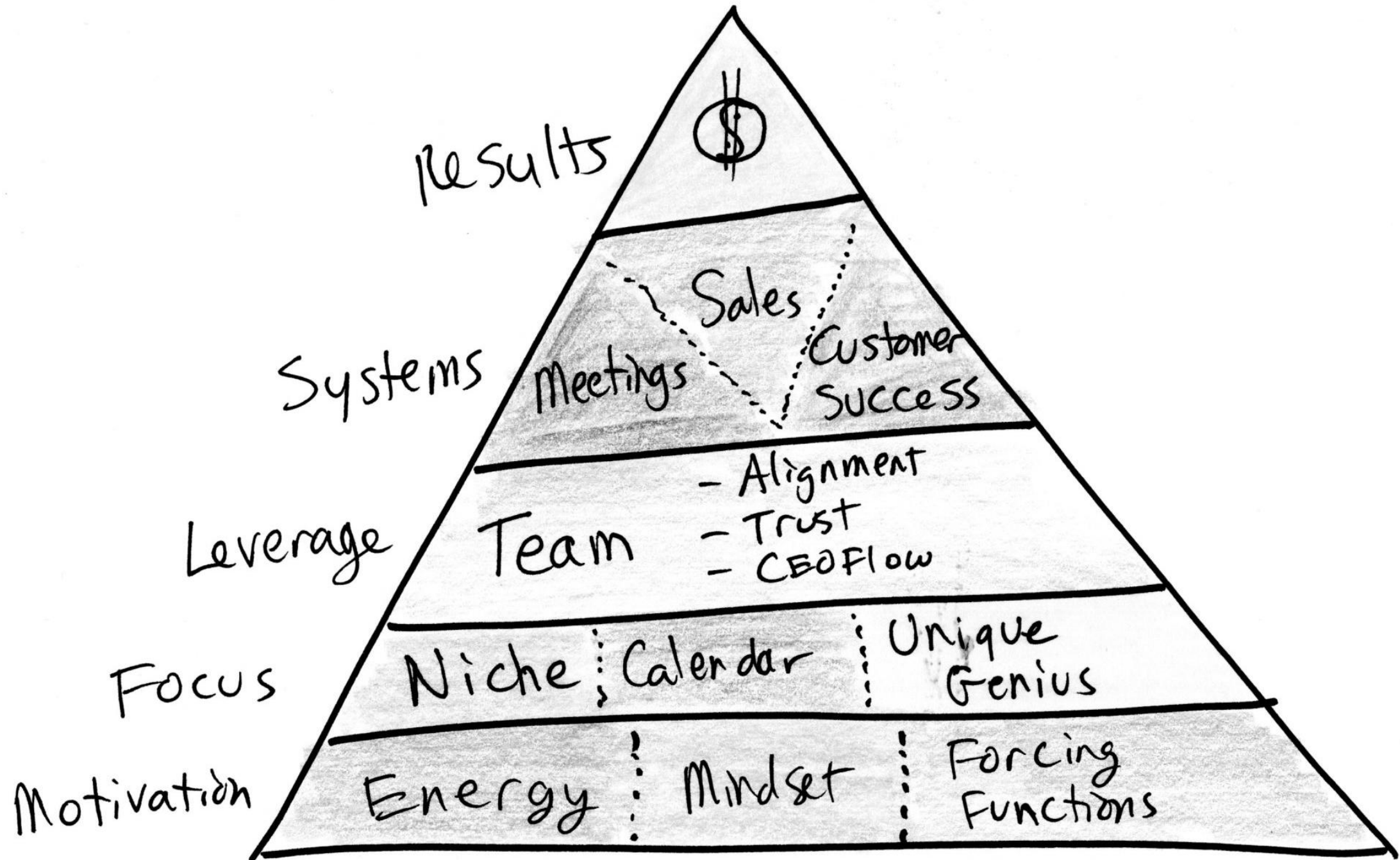
Feeling of safety vs

Feeling of progress

Freedom of comfort vs

Freedom of growth







What system do you need built next?

Which of these are your reasons for not doing ____?

- Time
- Money
- Ideas
- Passion
- Energy
- Confidence

The Predictable Revenue Formula





The Magic Moment

When deals **close regularly**
from a **predictable source**
of quality **meetings.**

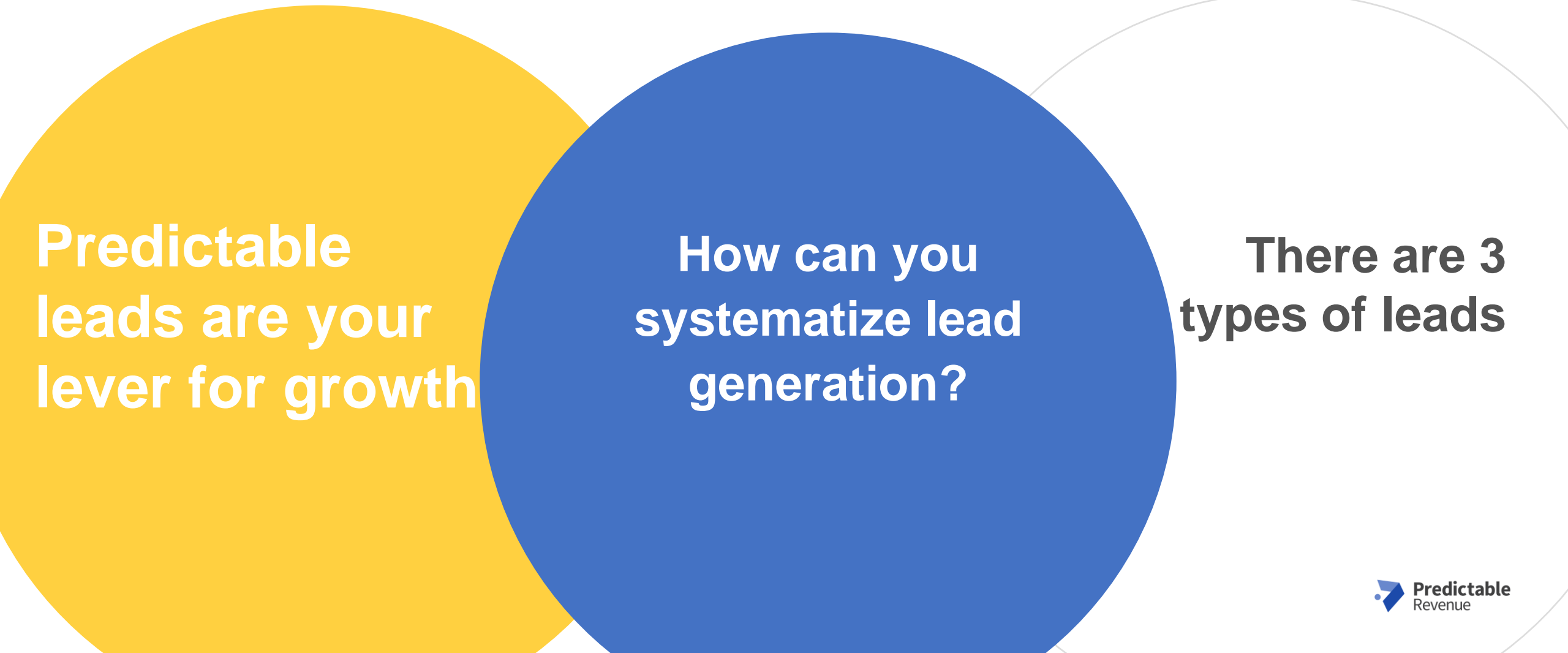


$$fx = (\text{consistent meetings}) * (\text{sales systems}) * (\text{time})$$



Getting Meetings Consistently (Lead Generation)

Predictable Lead Generation



**Predictable
leads are your
lever for growth**

**How can you
systematize lead
generation?**

**There are 3
types of leads**

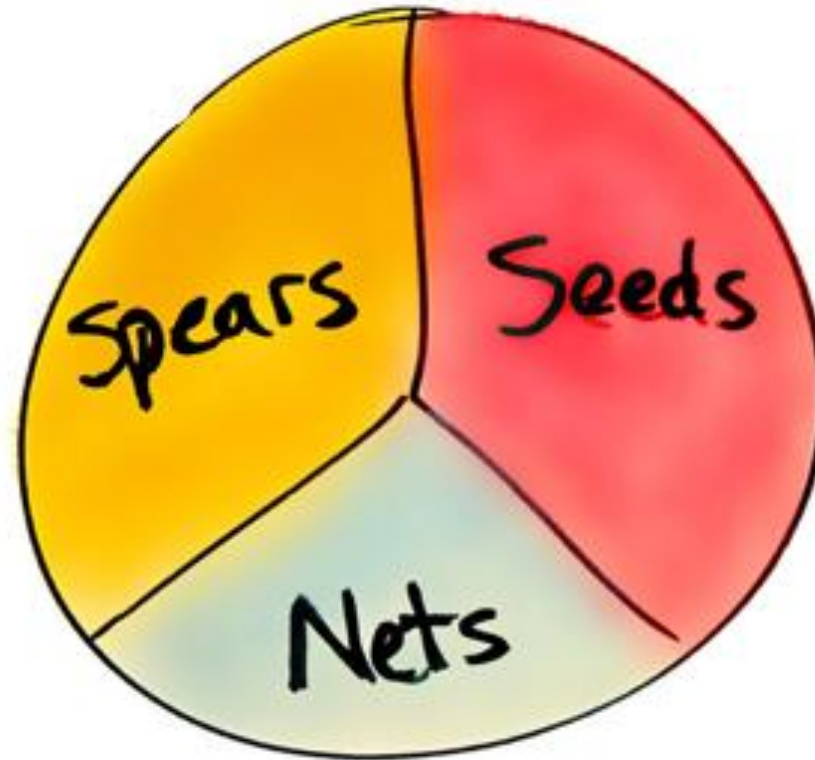






Seeds, Nets, Spears

**Outbound
(Prospecting)**



**“Karma” Leads
(Customer Success)**

Inbound



Which channel, when?

All three, but not at the same time.

- Starts with your relationships/networks (Seeds), then...
 - If you're a **product company**...
 - If you're a **services company**...
- Can I break the rules?

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What you want...





“Inbound Leads to Pipeline/MRR”



“Opportunities Created to Pipeline/MRR”



“Revenue By Lead Source”



MOBI: 10x From 3 meetings to 30+ per month

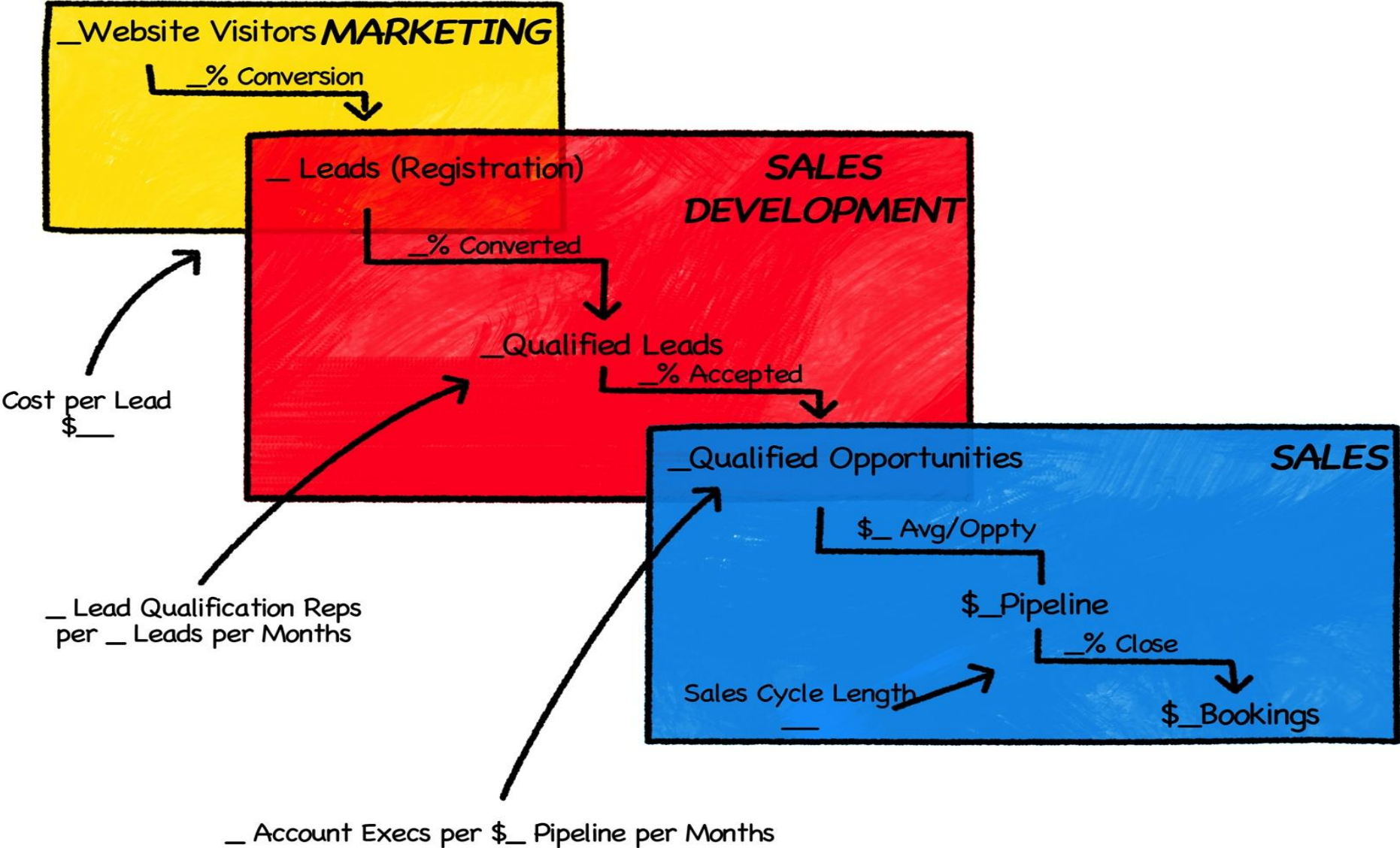
Kemberton: from failure to extra \$1m Year 1

Acquia: added extra \$30m in 3 years
(sold to Vista \$1b)

Seeds: turn your funnel into an hourglass



Nets: example marketing funnel



Example Outbound Funnel

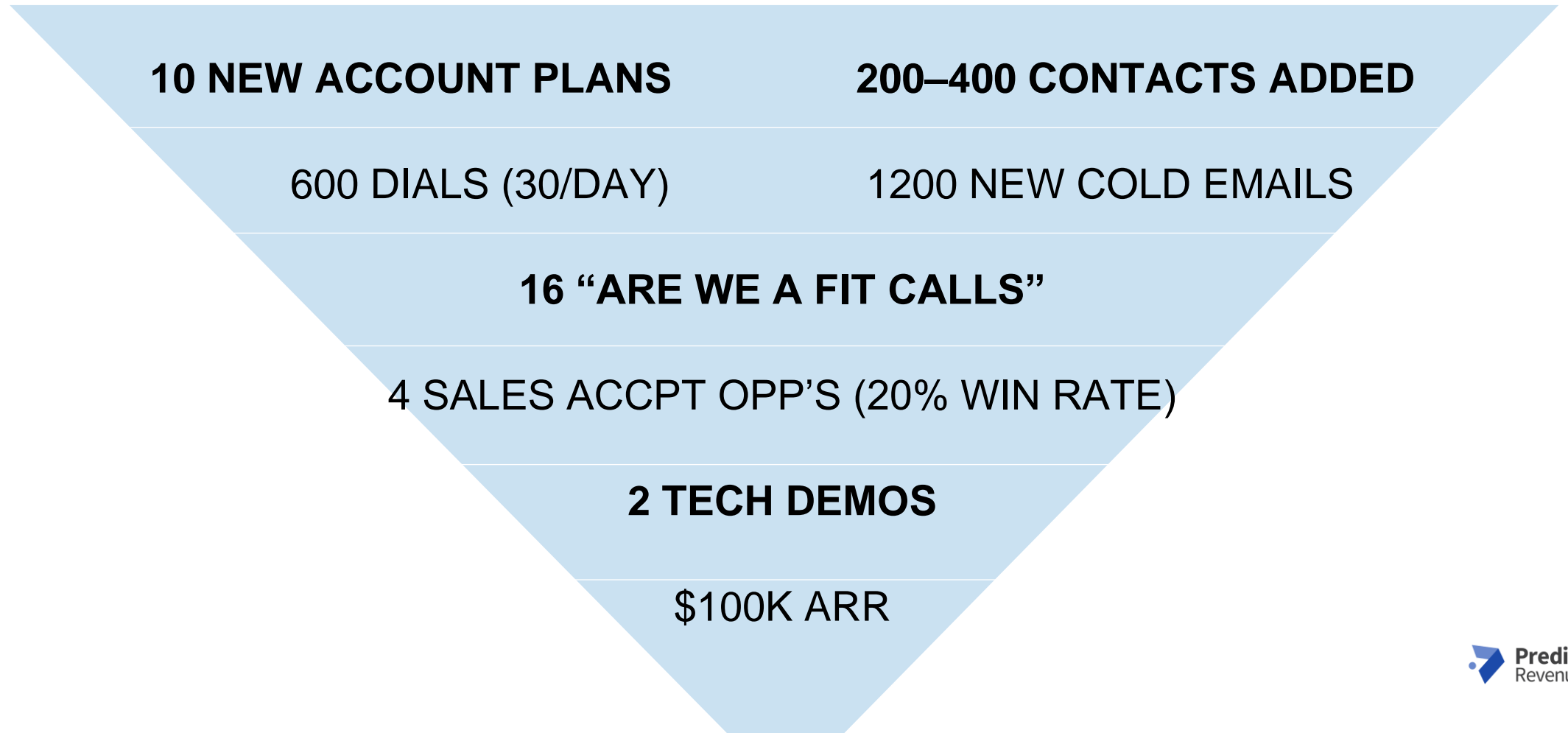
1. Activities (Email, Phone, Social)
2. Results (Conversations, Meetings)
3. # Qualified, Audited Opportunities
4. Win Rates (Outbound Goal: 20%)



Example Cold Calling 2.0 Funnel



Zuora's \$100M Outbound Funnel



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**Nail a
niche.**





Systematizing Market-Message Fit



Is growth
dependent on a
brand or
relationships?

Can be a
blessing and a
curse!

What does
'paid growth'
require?

Oracle Fusion Financial Management

General Ledger	Accounts Payable	Asset Management
Payments & Collections	Accounts Receivable	Cash & Expense Management
Common Modules	KPIs, Dashboards, & Extensibility FW	

Oracle Fusion Human Capital Management

Global Human Resources	Workforce Lifecycle Management	Benefits
Compensation Management	Talent Review	Performance & Goal Mgmt
Global Payroll	Network @ Work	KPIs, Dashboards, & Extensibility

Oracle Fusion Supply Chain Management

Product Master Data Management	Distributed Order Orchestration	Global Order Promising
Inventory Management	Cost Management	Shipping & Receiving
KPIs, Dashboards, & Extensibility FW		

Oracle Fusion Project Portfolio Management

Project Costing	Project Billing	Project Performance Reporting
Project Control	Project Integration Gateway	Project Contracts
KPIs, Dashboards, & Extensibility FW		

Oracle Fusion Procurement

Purchasing	Self-service Procurement	Sourcing
Procurement Contracts	Supplier Portal	Spend & Performance Analysis
KPIs, Dashboards, & Extensibility FW		

Oracle Fusion CRM

Customer Master	Sales	Marketing
Incentive Compensation	Mobile & Outlook Integration	Territory & Quota Mgmt
KPIs, Dashboards, & Extensibility FW		

Oracle Fusion GRC

Financial Compliance	Issue & Risk Manager	Access Controls	Transaction Controls	Configuration Controls	KPIs, Dashboards, & Extensibility FW
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MR AX SW
DOVN CH
I J KE ZQ G U
N P T Y L

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MON
EY

**Your content
confuses
your
prospects!**

(And your own people)

Confusion => “no!”

but they say:

but they say:

“later”

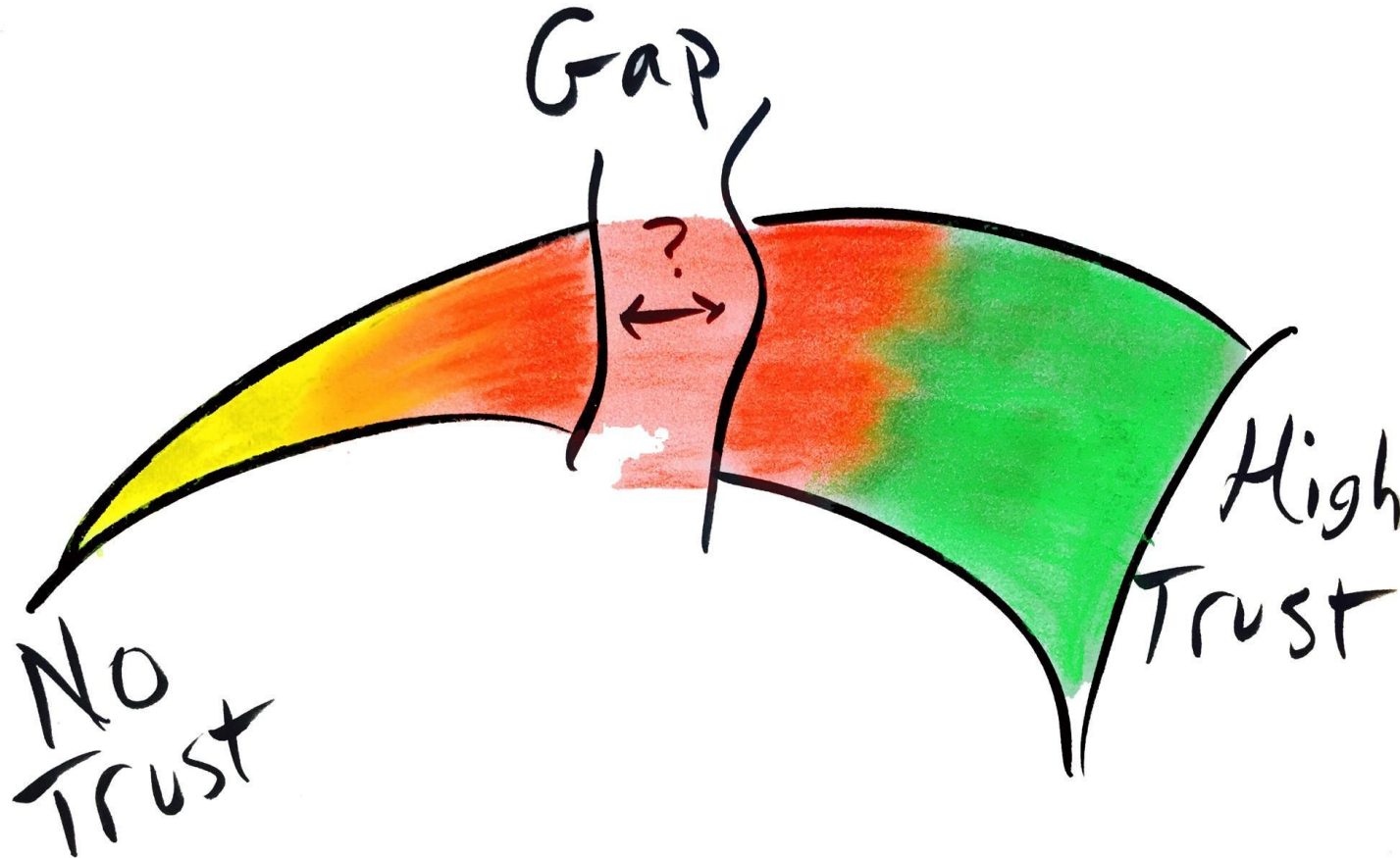
“maybe”

“i don’t know”

“send me more information”

“it’s too expensive”

The Arc of Attention



Be a big fish in a small pond



Niche <> Small
Niche = Focused

It's easier to make
the pond smaller,
than make the fish
bigger

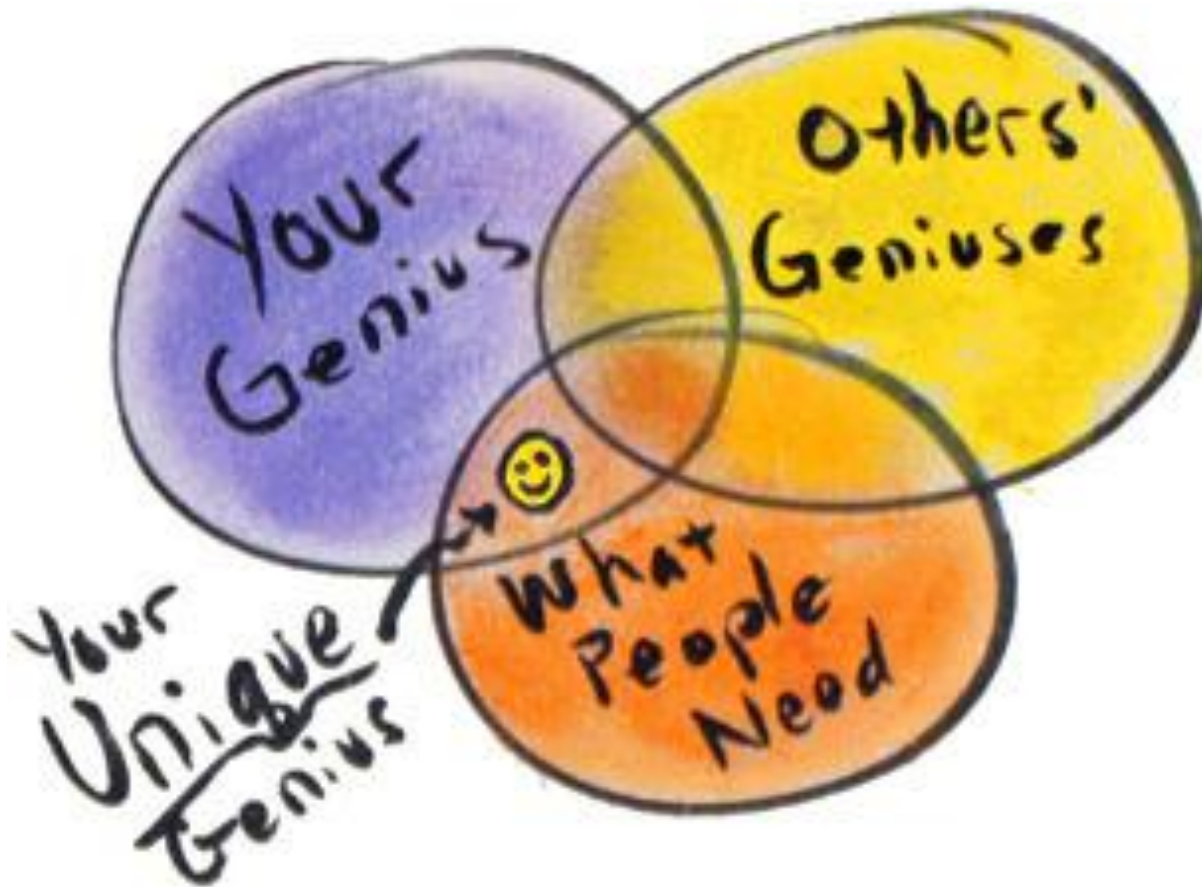
What is a
“**nice** to have”
to a customer

VS.

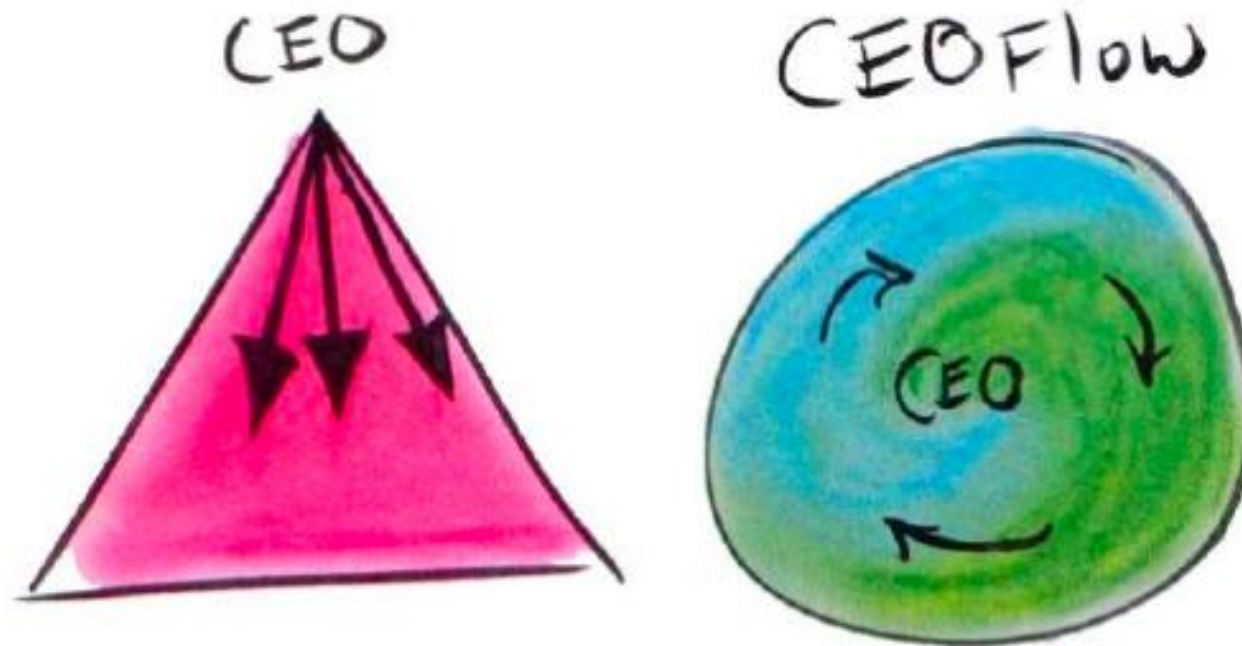
What do they
NEED to have

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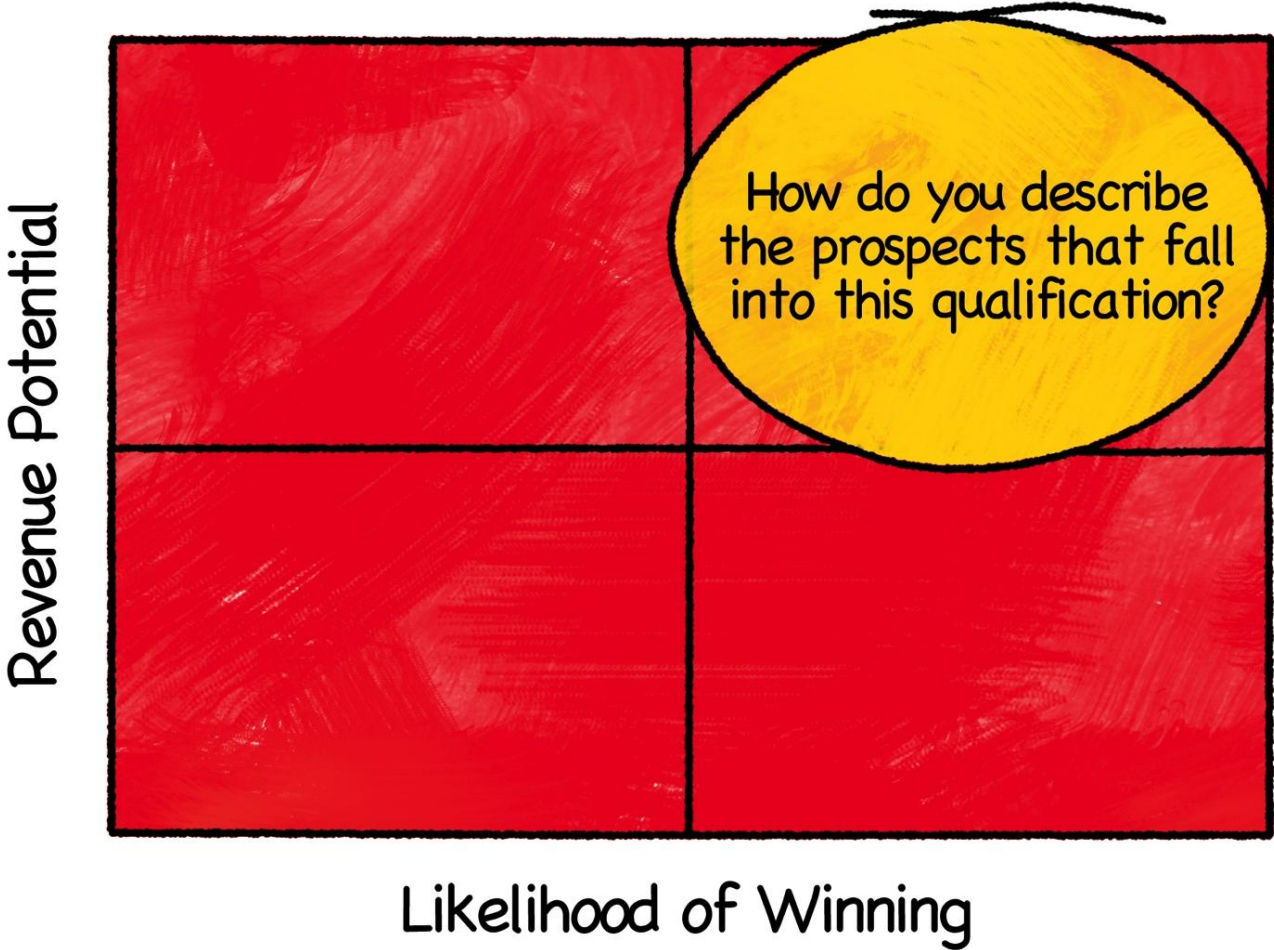
Unique Genius®



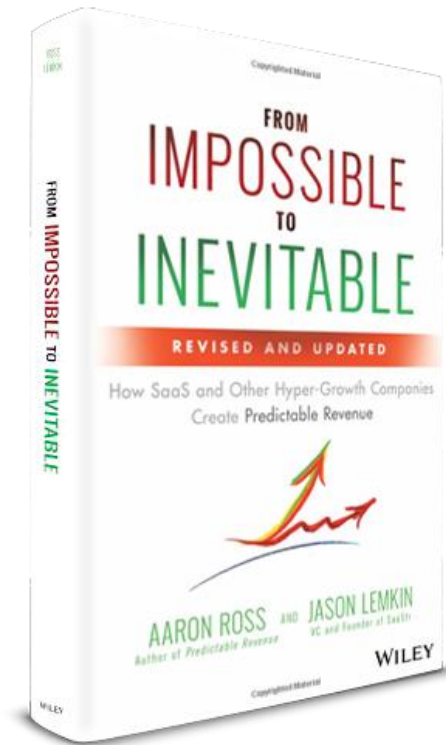
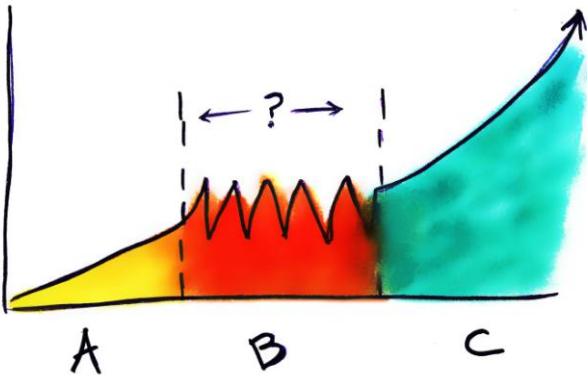
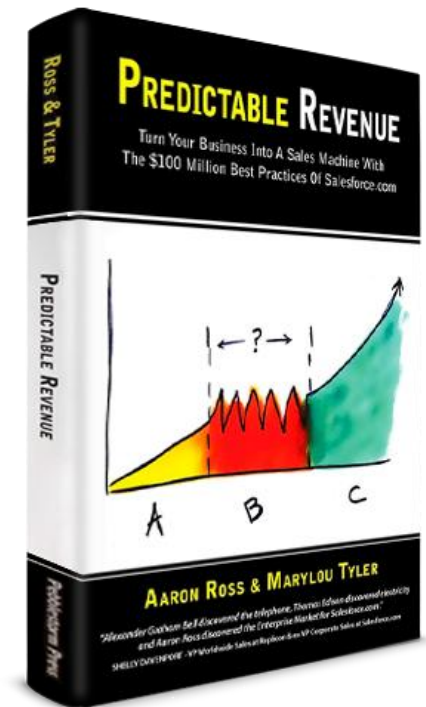
CEOFlow “Turn Your Employees Into Mini-CEOs”



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**What do
customers
want?**

**people don't care
what you do...**

they care about what you
can do for them



“Who’s in charge of
receivables?”

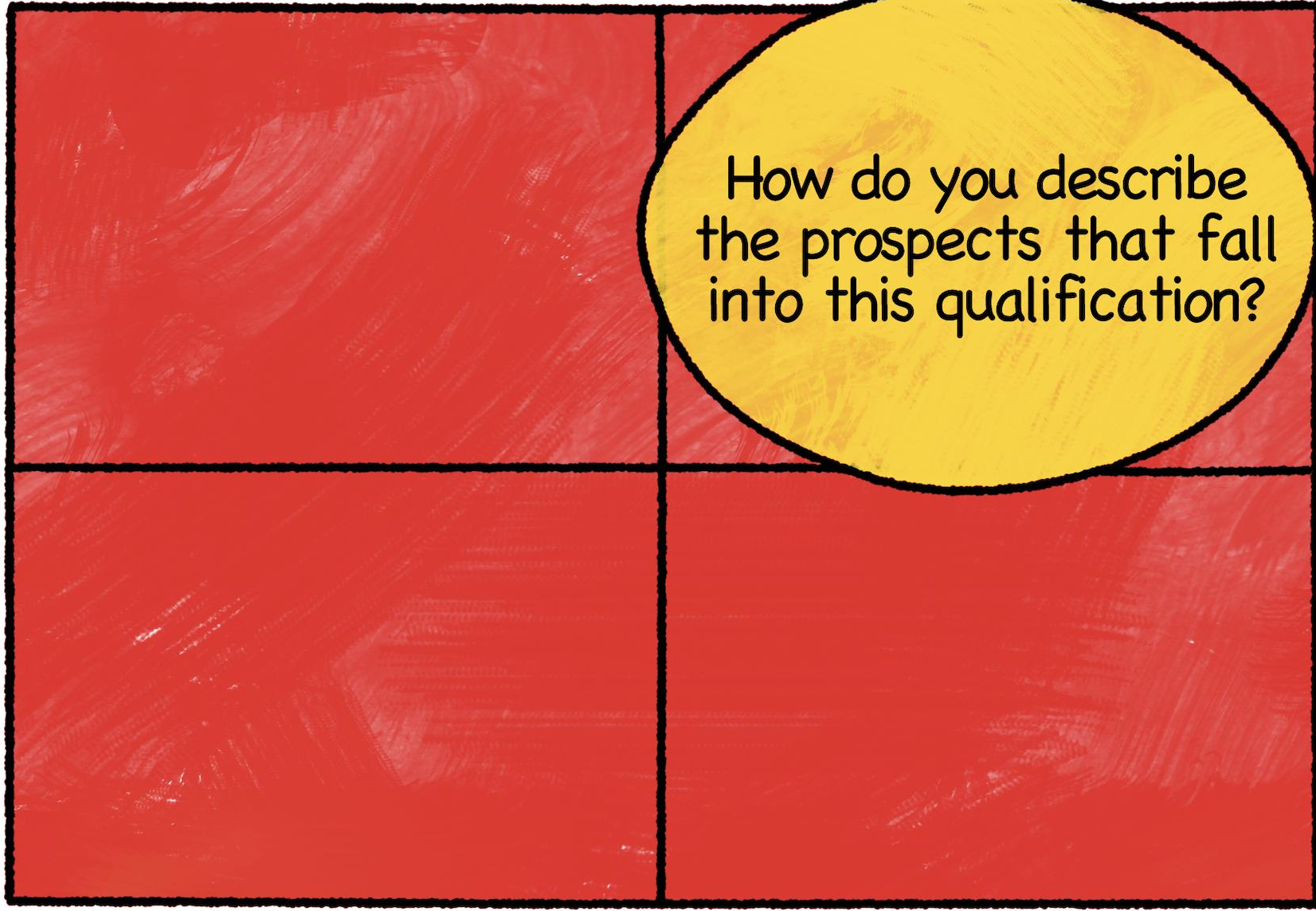
TO

“Who handles
patient cash?”

Niche Workshop Exercises: Goals

- Refocus client list
- Write messages that are more appealing

Revenue Potential



Likelihood of Winning

Niche Workshop Topics

- 1. Tangible Use Cases**
2. Ideal Companies
3. Ideal People (Buyers)
4. Messaging in their language

Niche Workshop Topics

1. Tangible Use Cases
- 2. Ideal Companies**
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Niche Workshop Topics

1. Tangible Use Cases
2. Ideal Companies
3. Ideal People (Buyers)
- 4. Messaging in their language**

Matrix #2 from www.FromImpossible.com

Use Case	Popular Pain	Power Person	Specific Pain	Solution	Results	Proof	Validate
Retail Chains	Slow store-over-store annual growth	Retail Operations Exec	Anxiety over daily sales and turnover metrics. Slows decisions.	Mobile, real-time reporting for buyers and sales teams	Improve \$/ft ² , speed turnover, reduce breakage	None yet	Interview two more buyers in this space

Interview + Active listening

LISTEN to the specific key words,
metrics and phrases
that come out of your prospects'
mouths

Improve your messaging TODAY

“How do you help customers?”

“So what?”

“What’s so great about that?” (WSGAT)

Specificity helps create clarity!

“We do growth consulting”

Vs

“We help companies develop their board of directors”

1) Elevator Pitch – Customer Language

“You know how some people have [problem]?

Well, we [solution and/or benefit].

For example, [one sentence case study].”

2) Techniques to Improve ANY Message

Easy

- Break into 1-2 sentence 'bites'
- "Kill a Word"
- Rewrite in customer language/value
- Read out loud
- Send to your laptop + phone to test readability

More challenging:

- Add details, tangible results (specific amounts are better than %)
- Add personality, personalization and/or humor

Actual F50 Email

I hope this message finds you, your families, and colleagues well! Not certain if you were aware, but as part of your relationship with [Company], you have access to complimentary consultants. My role is to connect you with these resources.

There is more pressure than ever to reactivate elective procedures to restore revenues. Your existing marketing, scheduling and outreach tools may not be enough to meet your strategy to motivate patient behavior change and instill confidence to return to “normal”.

[Company] would like to help you recover quicker and we have been thinking through how to best assist you get patients scheduled with appropriate care through the right channel and matched with capacity, while ensuring the process is seamless and enjoyable for the patient...

Example rewrite

I hope this message finds you, your families, and colleagues well!

Not sure if you know this, but we're working on creative ways to help our customers restore or replace elective procedure revenue...

Who there is the best person to exchange ideas around increasing elective ops?

Example rewrite

I hope this message finds you, your families, and colleagues well!

Not sure if you know this, but we're working on creative ways to help our customers restore or replace elective procedure revenue.

[CTA v1] Who there is the best person to exchange ideas around increasing elective ops?

[CTA v2] *Would you be open to learning more?*

[CTA v3] *What's the best way to setup 5-10 min on your calendar?*

Different Calls To Action (CTAs)

1. Ask for a referral
2. Ask for a meeting
3. “Would you be interested in learning more?”
4. "Conversation starting" question
 - *“What do you use today for _____?”*
5. Would you be interested in exchanging ideas around _____?

LinkedIn

Hey Aaron! I was talking to some friends who do business and keynote speaking, and your name popped up in LI's recommended list! Checked out your content, you talk about really interesting stuff. Wanted to connect!

Messages

Keep them
SHORT and
SIMPLE to
understand

**Easy to
act on**

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Unique Genius.



Where we are, and are going

1. Every market, channel and niche is “noisy”
2. Everyone has great messaging

How do you stand out?

The most under-utilized marketing advantage...

is

YOU

(especially if you're the leader)

Ways You Can Discover & Express It

1. Be quirky: big or small
2. Share more personal details and stories
3. Follow your gut; listen to your 'whispers'
4. Talk about what's important to you too, not just what's important to others
5. Create a signature piece(s) of content
6. Find like-minded people

Quirks: Big or Small



Aaron Ross <air@predictablerevenue.com>

to [redacted]

thanks Stephen, and nice to meet you buddy!

let me know what you need, or when's a good time to shoot the shit on the ideas stephen and i were cooking up



B [redacted]

to [redacted]

Aaron, great to meet you as well! I'll grab some time and get up to speed on what's cooking. 😊

Thanks

bu [redacted]



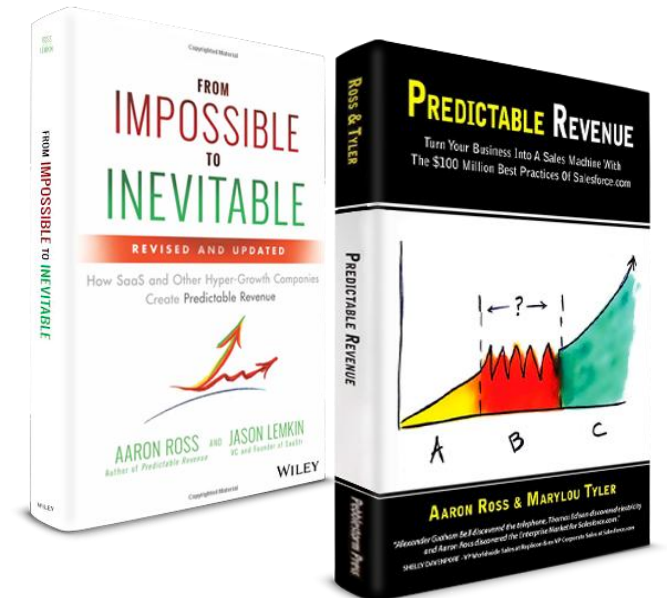
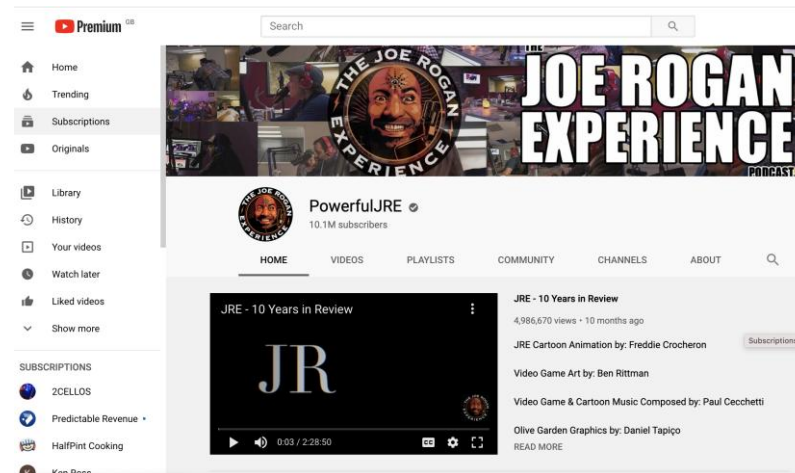
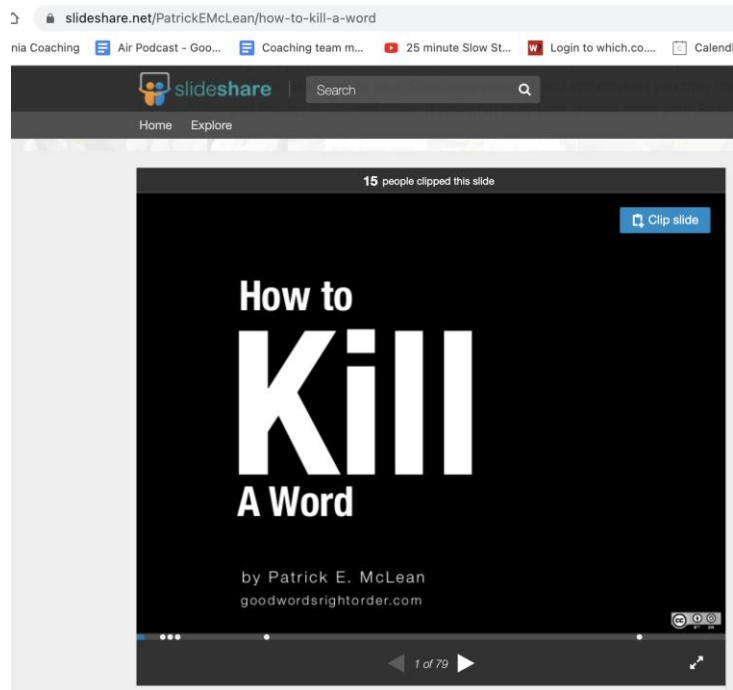
Aaron Ross <air@predictablerevenue.com>

to [redacted]



A Signature Piece of Content

1. Could be one piece (a book, paper or video)
2. Could be a channel (podcast, social)



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Sales Systems





Sales Systems

- Specialize Roles
- “Mutual Fit” **Discovery** process
- **Challenge** client beliefs
- Regular **call coaching / review**
- Work accounts on **their own** timeline

Consultants Shouldn't Prospect (Much)

They don't like to do it

They aren't very good at it

Even if they can do it well, they can't sustain it

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Specialization => Focus



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Specialization => Predictability

=> Insights

=> Scalability

=> Talent / farm team system

**You will
struggle
without (more)
specialization**

The Part-Time Playbook: *Create New Rituals*

1. Regular time blocks (an hour+)
2. 1-3 Daily or Weekly Goals
3. Buddy System

Rules of thumb

- 6 months to define and tune new role
- “When you do something new, start with 2”

Common questions & objections

- “we’re too small”
- “won’t relationships & service suffer?”

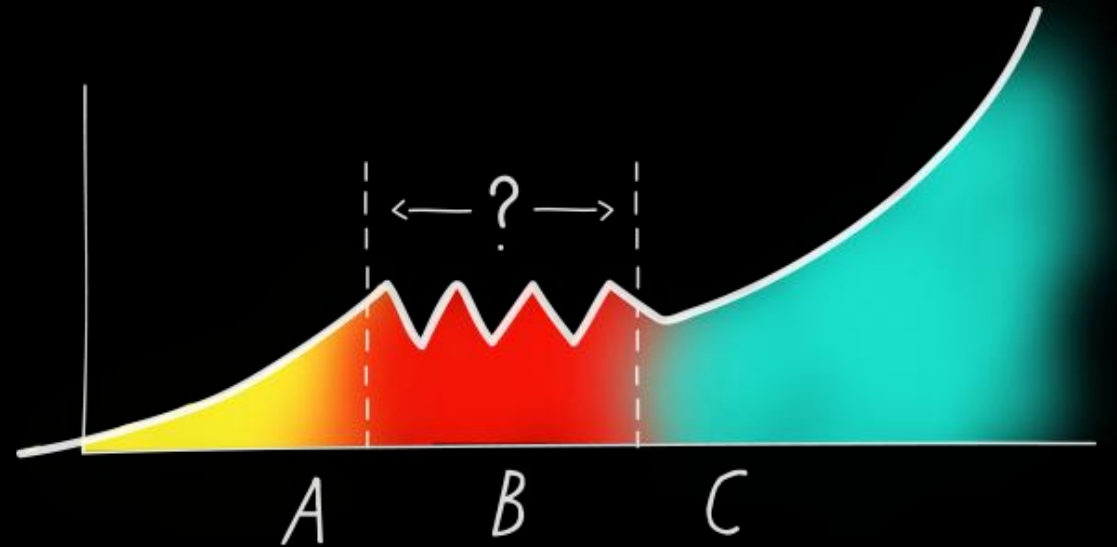
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Manufacture Motivation.



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How To Make *Change* and *Success* Inevitable...



Business growth (and family) IS challenging!

- Comfort is the enemy of growth
- I'm challenged (+tired) every day
- I always need more motivation, energy & focus

Mindset

**My family's been the ideal Forcing Function
to be the best entrepreneur & person I can
be**

**I can resent people, problems, work to be
done ...**

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The Power Behind My Success



MARATONA DE SÃO PAULO

2019 SAO PAULO INT'L MARATHON



07 Abril 2019

Example Forcing Functions

If you need to push yourself to grow

1. Publicly announcing anything
2. Starting a podcast and publishing your episode dates
3. Investing in a program or project
4. Having kids
5. Scheduling things (ideally with other people)

Some of my Forcing Functions

If you need to push yourself to grow

1. Got married with kids
2. Committed to a publication date for a book
3. Moved into bigger houses with higher rents
4. Hired a personal trainer and scheduled sessions

Example: Announce a Date for ____

Embrace constraints!

- 1. Pick a Date**
- 2. Panic*
- 3. Take baby steps**
- 4. Panic*
- 5. Things don't go as planned**
- 6. Panic*
- 7. Recommit and redo again (and again, and again...)**

Force yourself to make more money in less time

Family as Fuel! Tactics to start with...

- **Forcing Functions:** what important thing are you putting off?
- **Calendar blocks:** like Work, Family, Self, Relationship

I had no idea of my potential until

I held my feet to the fire with Forcing Functions

Force yourself to systematize sales and growth

I had no idea of my potential
until

***I held my feet to the fire
with Forcing Functions***

Force Business Change ...

Gravity (falling back o prior habits) is powerful.

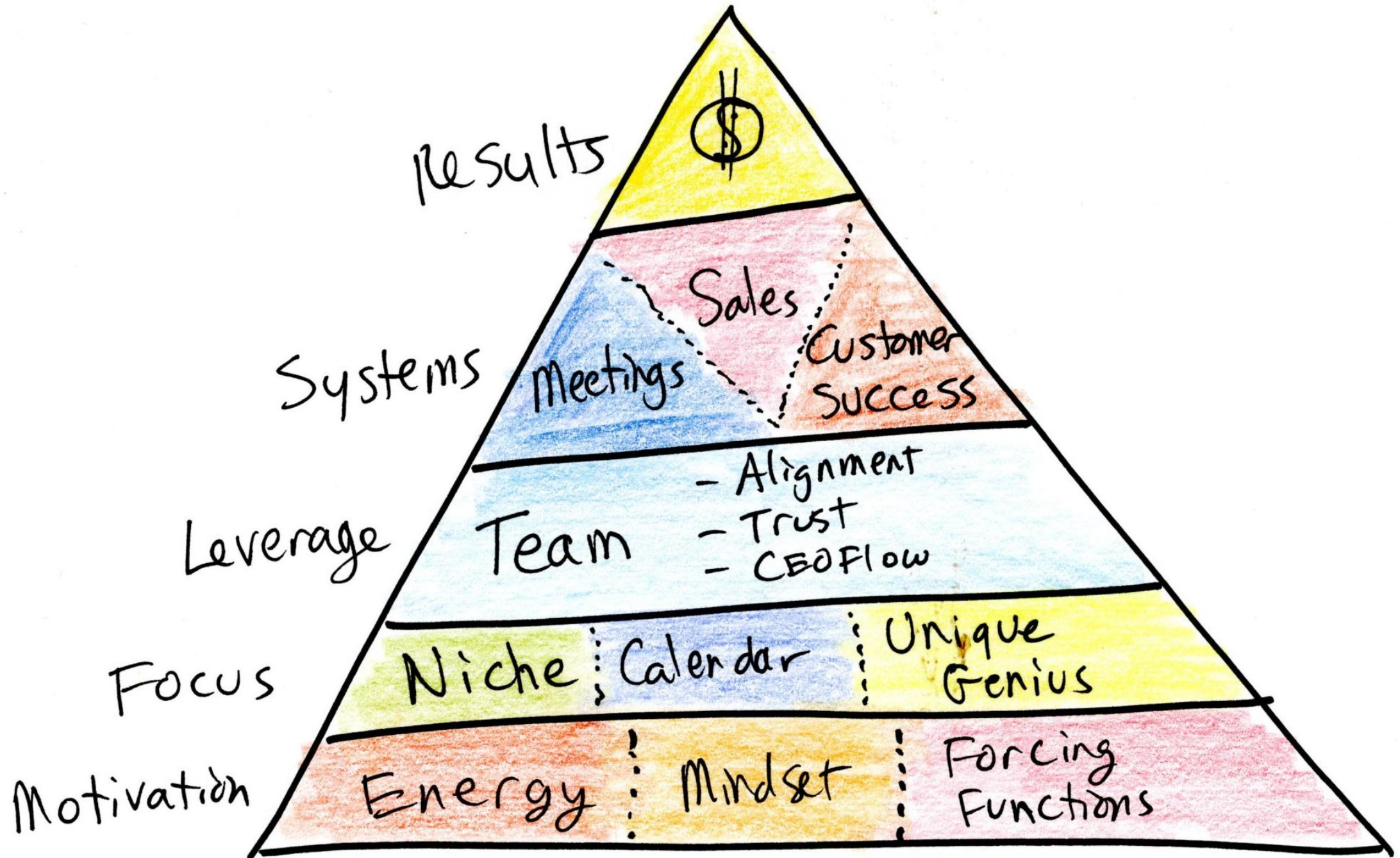
When this new initiative gets boring or hard in a few weeks or months –

What will “force” me to achieve escape velocity to success?

Force Business Change ...

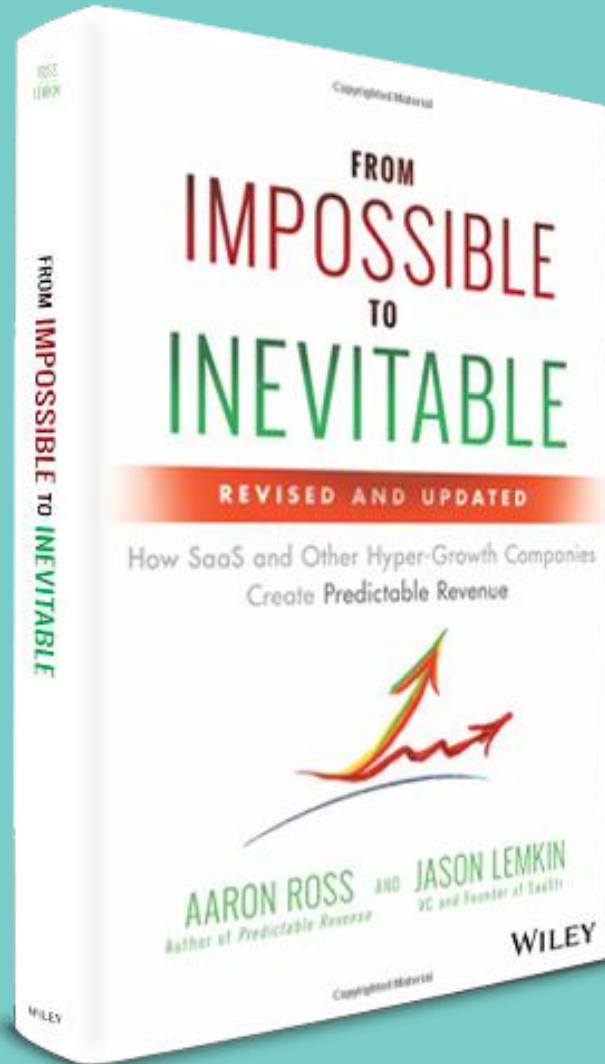
1. **Launch(es)**
2. **Team changes**
3. **Better Metrics** on productivity not busyness
4. **Focused (Sales) Roles**
5. **Rethinking Incentives:** compensation, career opportunities





A Playbook For Systematic Growth

1. **Predictable Revenue Formula:** [Meetings * Sales Systems * Time]
2. **Getting Consistent Meetings:** Develop a predictable funnel in Seeds, Nets or Spears
3. **Nail A Niche:** Who NEEDS you most?
4. **Unique Genius:** there's unexpressed magic in you
5. **Sales Systems:** How can you specialize your time or people?
6. **Manufacture Motivation:** Embrace Forcing Functions!



“Best Business Book I’ve Ever Read”

“The Growth Bible of Silicon Valley”

FromImpossible.com

PredictableRevenue.com

air@predictablerevenue.com

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Customer Success

To Systematize Customer Success -

- Requires people FOCUSED on it
- A Head of Customer Success
- Customer Success teams
- Metrics and compensation tied to Success



how Gild dropped
monthly churn from
4% to 1%

Situation

- Software to improve recruiting
- Brad Warga: SVP Customer Success
- Problem
 - high churn: 4% per month, 50% per year
- Churn Goal
 - about 1% per month, 15% per year

Solution

- 3-tiered Customer Success Team
- 90 Day Adoption
- Quarterly Business Reviews
- Investing in process and software

Customer Success team

- 1) **“Inside CS reps”** handling larger volumes of smaller customers, measured on usage (1 rep per 70 customers)
- 2) **“Outside CS reps”** who handle & are measured on renewals (1 rep per 30 customers)
- 3) **“Executive CS reps”** who work with large or fast-growing customers, and upsell.

Financial responsibility

at Gild, Customer Success owns:

- 90 Day Adoption
- Feeding usage data & customer feedback into the product roadmap
- Renewals
- Upsells